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522. An upper or first horizontal support member **540** extends between the two vertical poles. Such may attach to the vertical pole as shown in FIG. **8** or **21** with a post **552** at the top end **554** of the vertical pole and in a cooperating hole **553** on a fixture **555** attached or part of the horizontal support member **540**.

Referring specifically to FIGS. **17** and **18**, showing a three banner display suitable as a backwall, a first retractable banner stand **560** with a first banner **562** is spaced a distance d from a second retractable banner stand **564** with a second banner **566**. A third banner **578** is positioned intermediate the first and second banners. Intermediate banner support structure **533** comprises vertical poles, upper horizontal support member and a second or lower horizontal support member **570** may be utilized to stabilize and secure the bottom of the third or center banner **578**. Said three banners are typically about or slightly less (within 10% of) than 10 feet or 3 meters wide thereby fitting perfectly as a backwall in standard size tradeshow display areas. An intermediate or third banner **578** is suspended from the support structure **533**. The lower edge of the banner may be appropriately attached to the lower support member and to the accessory poles by use of the over center clamp **530** as illustrated in FIGS. **19** and **20**.

The cross members **540** and **570** may be straight or arcuate. The central or third banner **578** may be sized and shaped differently than the first and second banners.

The first and second banner widths will typically be the same width W . The separation distance d between the banner stands will preferably be within 10% of the width W , or within 20% of the width W .

The invention also includes modifying existing banner stands to provide a banner not extended from a retractable banner stand in between two banners of two retractable banner stands. In such a case, saddle members such as illustrated in FIGS. **6**, **7**, and **9** may be added to conventional banner stand housings to provide for receiving the central banner support structure **533**, comprising, for example, vertical poles and cross members.

The embodiments above are intended to be illustrative and not limiting. Additional embodiments are within the claims. In addition, although the display and banner magnets have been described with reference to particular embodiments, those skilled in the art will recognize that changes can be made in form and detail. Any incorporation by reference of documents above is limited such that no subject matter is incorporated that is contrary to the explicit disclosure herein.

We claim:

1. A three banner display for a trade show or the like comprises pair of retractable banner stands arranged in an end-to-end spaced configuration, each banner stand comprising a base with a pair of ends and a retractable banner extended from within said base, the pair of banner stands each having a vertical pole positioned at the end the of the respective banner stands adjacent the other banner stand, an upper horizontal cross member extending between the vertical poles, a banner suspended downwardly from the horizontal cross member and positioned intermediate the respective banner stands.

2. The three banner display of claim **1** wherein the backwall has a front side, and extends left and right when viewed from the front, and wherein first banner is separated from the third banner and the second banner is separated from the third banner.

3. The three banner display of claim **2** wherein the third banner is positioned one of forwardly from the second and third banner and rearwardly of the first and second banner.

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4. The three banner display of claim **1** wherein the first banner and second banner are in coplanar alignment, and wherein the vertical poles extend from the bases at one of a position forwardly of the first and second banner and a position rearwardly of the first and second banner.

5. The three banner display of claim **4** wherein the third banner is in coplanar alignment with the vertical poles.

6. The three banner display of claim **1** wherein the backwall has a front side and the three banners are arranged in a three sided concave shape facing forwardly.

7. The three banner display of claim **1** further comprising a lower horizontal support member engaged with the third banner, the lower horizontal support member extending between the vertical poles.

8. A three banner display for a trade show or the like comprising three banners, a first end banner extended from a first base of a first retractable banner stand, a second end banner extended from a second base of a second retractable banner stand, a third banner positioned intermediate the first and second banners and intermediate the first and second banner stand and not being extended from a retractable banner stand base, the third banner being supported exclusively by third banner support structure extending from the first base and second base.

9. The three banner display of claim **8** wherein the first banner and the second banner extend the same vertical distance, and the third banner extends higher than said vertical distance.

10. The three banner display of claim **8** wherein the banner support structure comprises a horizontal cross member with two ends, one end positioned above the first base and the other end supported above the second base, and wherein the third banner extends downwardly from said horizontal cross member and there is no banner stand base positioned intermediate the first and second banner stands.

11. The three banner display of claim **10** wherein the horizontal cross member is one of straight and arcuate.

12. The three banner display of claim **10** wherein the banner support structure further comprises a first vertical pole inserted into the first base and a second vertical pole inserted into the second base, and wherein the horizontal cross member connects to each of the first vertical pole and second vertical pole.

13. The three banner display of claim **8** wherein the first banner has a width, the second banner has a width equal to the width of the first banner, and wherein the first base is separated from the second base by a separation distance, said separation distance having a separation width within 10% of the width of the first and second banner.

14. The three banner display of claim **13** wherein the third banner has a width greater than the separation distance and said width is at least as great as the width of the first banner, and wherein the third banner support structure comprises two vertical poles, and a horizontal cross member supported by said two vertical poles, the third banner suspended by said horizontal cross member, one of the vertical poles extending from the first base and one of the vertical poles extending from the second base.

15. The three banner display of claim **8** wherein the first banner has a width, the second banner has a width equal to the width of the first banner, and wherein the first base is separated from the second base by a separation distance, and wherein the banner support structure comprises a horizontal support member from which the banner extends downwardly, said horizontal support member having a length greater than the separation distance, the banner support structure further comprising a pair of vertical poles supporting the horizontal